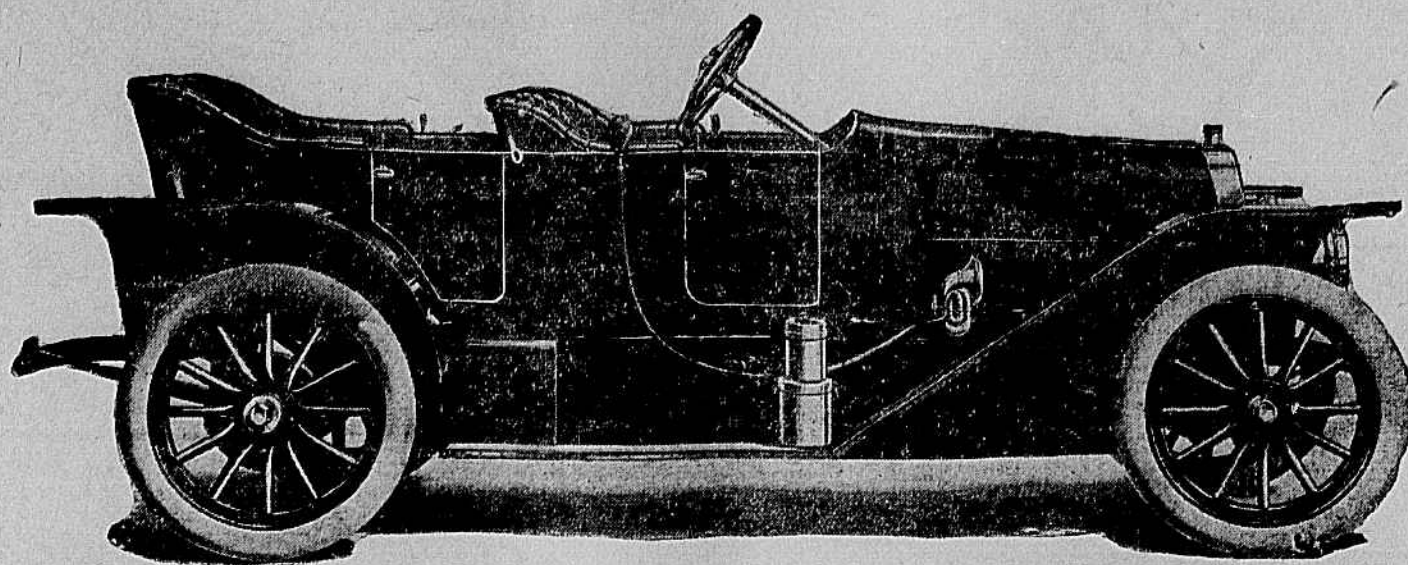


The beginning of the end of prices higher than \$2500



5-Passenger Touring
5-Passenger Close
Coupled
4-Passenger Toy
Tonneau
and Semi-Racer
Roadster
\$2,500
All completely
equipped, except top.

4-Passenger Speed-
well "Special" (as
shown in large illus-
tration) and 7-pas-
senger Touring at
\$2,650
Both completely
equipped, except top.

The Speedwell text:-

"No man should pay more than \$2500!"

"Some day," you have said, "we will be able to buy for \$2500 the finest car made." You were right. The dawn of that day is here; and your prediction is about to be verified. The progressive experience of the industry for the past ten years culminates now in the 50 H. P. Speedwell—the car whose coming you foresaw.

OWNERS OF CARS COSTING MORE—STUDY THE SPEEDWELL

Our present message is chiefly addressed to those who have heretofore paid more money—who take a pride of ownership in the very best.

To them we say: Approach the Speedwell in a critical attitude of mind. Ask much more of it than *relative* excellence.

Demand that every inch of structural work shall be as right as money can make it.

Be specific in studying its operative qualities. Say to yourself: "Has it enough power—or is it perhaps overpowered? Is it any less (or more) tractable and obedient than costlier cars? How does its smoothness compare with the best cars I have known?"

Study the following features carefully in the light of our contention that no higher price can buy a better car than the Speedwell:

50 H. P. Motor—Four cylinders, cast in pairs, 5-inch bore and stroke. Valve intake and exhaust pipe on left side, maintaining balance and equalizing weight. Dash pot in valve motion insures silent operation. This engine is extremely simple and durable.

Bosch dual ignition system—The Bosch high tension magneto, combined with small armature and battery, with one set of spark plugs for both systems. The motor is self-starting.

Selective type, three speed and reverse transmission—Timkin roller bearings on both ends of drive and jack shafts. Working parts extremely tough and ground accurate to a limit of one-half of one-thousandth part of an inch.

The special carbon steel frame—This is of unusually deep channel section, and great strength

is imparted by our costly heat treatment. Reinforced at every point where extra strain occurs; narrowed in front to permit short turns; widened at the offsets for strength.

Roller bearings in steering knuckles—Large Timkin roller bearings in the top of the steering knuckles carry the weight, relieve strain at the important point and make steering remarkably easy.

Steering wheels connection rod—Placed behind and above front axle, avoiding fouling steering gear from upstanding objects in the road.

Braking surface—One square inch per each seven pounds of weight. Drums 14-inch diameter, 2¼-inch face.

Rear axle housing and torsion tube—Housing one piece of drawn steel casing, without rivets, brazing and castings. Shock absorbed by spring-cushioned torsion tube.

Take some well known car of higher price as a basis of comparison, if you like—we will gladly accept the results of such a comparison.

If you find any virtue in the one car which the Speedwell does not possess, our contention, of course, falls to the ground.

But the Speedwell will not fail, no matter how high the criterion by which you judge it.

On the contrary, it will manifest positive superiorities of the most important type over cars of higher price.

Write for verification of the points suggested herein if you are so inclined; but above all, secure a Speedwell demonstration.

The Speedwell Motor Car Company of Va.,

JOHN B. ALSOP, Agt., 202 S. 3d Street
GARAGE—321 West Main Street

SPEEDWELL CAR EXCEEDS LIMIT

But Control Was Perfect at
Demonstration.

THREE CARLOADS EXPECTED

Performances of New Machine
Said by Experts to Be Best
Ever Seen Here.

Though but recently shown in Richmond, the Speedwell car has established a reputation in Richmond which so far has not been surpassed by any car of any make. This make of car has personally attracted the attention of the Board of Fire Commissioners, the members of which in their recent tour of inspection used the Speedwell to try out its efficiency and speed.

It was admitted that the car exceeded the limit, but in extension, the Board of Fire Commissioners replied that it was trying the car, its capabilities and the manner in which it could be controlled.

There was no question as to the control of the car, then in the hands of Howard Wagner, professional driver. Several times Mr. Wagner, exerting the braking power of the car, stopped the machine within its length.

run at a speed of ninety miles an hour at the least.

In a recent exhibition of the touring car, which stopped at the center of Broad Street hill, starting again on high speed, the Speedwell reached the top of the hill at thirty miles an hour.

In the demonstration of this car over the roughest sort of roads, the best automobilists of Richmond state that the performance of the Speedwell are the best they have ever seen.

The Speedwell demonstrating car is ready to take any prospective purchaser over any roads that he might suggest, no matter what the condition of the roads. It may be added that all Speedwell cars are tested for the roughest roads.

FOSTER MOTOR CAR COMPANY'S BIG GARAGE

(Continued From Second Page.)

seventy years enjoyed the distinction of being the only cars to go through the Glidden tour without adjustment or repairs, and after a technical examination found to be in as perfect condition as when the tour started. The last Glidden tour covered a distance of 2,836 miles, over all sorts and conditions of roads.

The Franklin car in 1906 made a record run between San Francisco and New York, a distance of 4,100 miles, in fifteen days, and the following year broke the record between Chicago and New York, covering the distance in thirty-nine hours. These records still stand.

Buick cars hold world's records for track and road races and hill-climbing. At Riverhead, Long Island, Chevrolet drove a 30-horse power stock Buick 113 3/4 miles in 97 minutes and 38 seconds, averaging over seventy miles an hour; the previous record was made by a 10-horse power Fiat, driven by Wagner in Savannah grand prize race, the average being sixty-five miles per hour. Buick cars won 149 other victories in 1909.

The average of the winner of the

fastest Vanderbilt cup race was but 64.3 miles per hour.

A full line of supplies and accessories can be found in stock in their establishment at all times, and since their occupancy of their present quarters, which is fast becoming too small to accommodate their rapidly growing business, the doors have never been locked; they are always open.

AUTOMOBILE ACCESSORY SHOW HERE

(Continued From Second Page.)

old as the automobile industry itself, yet it is something new to be able to get in real close touch with the finer points of their construction—the "inside" facts.

Every motorist is inclined to disregard the real importance of his accessory equipment, when, as a matter of fact, it deserves most particular attention. For example, cheap oil—oil of inferior quality—will really ruin the best engine ever built. Poor spark plugs or inefficient ignition will not develop the full power of the motor and is responsible for countless troubles. Gears last longer and work better if properly lubricated, and practically every one has experienced the difficulties and inconvenience of the windshield which is cumbersome and unwieldy.

Standard Equipment obviates all these troubles. The various accessories which comprise Standard Equipment are the best the market affords. Each is a real motorist's necessity, which not only gives perfect satisfaction, but lengthens the life of every car, reduces cost for "upkeep" and really makes motoring pleasurable.

In conjunction with the Standard Equipment Accessory Show is the Consumers' Corps, which operates in each city or town where the exhibition is held. This corps of specially trained salesmen is organized for the express purpose of calling upon each individual automobile owner in an effort to interest him in some portion of Standard Equipment which he may be in

need of. This corps has been eminently successful in assisting various motorists to unravel some knotty motoring problems. They naturally are well-informed regarding the modern motor car, and have a fund of interesting information which is placed at the disposal of all those interested. If there is anything about which the motorist is in doubt, the answer is readily obtainable at the Standard Equipment Show.

AUTOMOBILE INDUSTRY; ITS EXTENT

(Continued From Second Page.)

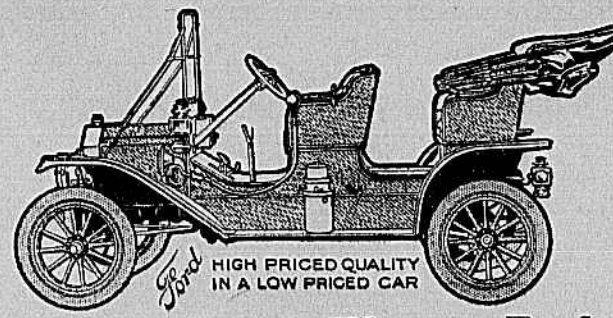
not what it should be, and any increase along this line may be looked forward to as a source of great benefit to the Commonwealth.

While our part in the present work is meagre, few have probably considered to what extent the industry draws upon our own resources. Our minerals are contributing, a number of our foundries are busy furnishing various mechanical parts, our timber interests are drawn upon in the construction of bodies and frames, our hide and wool industries furnish their share of the upholstering material, and when all of these points are considered it may be readily seen that the average citizen is permitted to consistently greet the automobile as his good friend.

Let us not, in view of these wonderful opportunities laid at our door, follow the erroneous example of others, allowing ourselves to become narrow-minded and antagonistic to our own welfare, but, on the other hand, may we open our eyes to what we have to gain, clear the avenues to our industrial development and as speedily as possible assume the position in this industry to which we are more than entitled.

The FAMOUS FORD

Town Car
\$950
Fully
Equipped



Roadster
\$900
Fully
Equipped

Every Family Wants a Ford

Every Business Man Needs a Ford

Every Professional Man Should Have a Ford

Now is the time to order your car for spring delivery. Don't wait until every factory is rushed day and night so that delivery would be indefinitely delayed. The Ford is the car for business and pleasure. It is light but strong, being constructed throughout of Cromie Vanadium Steel.

Special Ford Magneto, combination splash and gravity oiling system, 4 cylinders cast enblock, Thermo Syphon and fan cooling system, 20 horse power at wheels—and the Car fully equipped with top wind shield, 3 oil lamps, gas lamps, generator, horn and speedometer.

All for Less Than \$1000. Can You Beat It?

Call or phone (Mon. 2855) for demonstration. All our time is yours.

FORD AUTO COMPANY

1625 West Broad Street